

## Pilot Female Entrepreneurship course

During the development process of the Female Entrepreneurship course Stivako frequently posted information about it within the Dutch creative industry. A few women reacted enthusiastically, others doubtful. It was not easy to convince them to invest 'a lot' of time on the course, which actually meant time for their own development as an entrepreneur. The women found it possible to spend as much time as three lessons.

The first lesson took place at the Sign & Print Expo. After a short introduction of the course the five female entrepreneurs had to perform an elevator pitch about their company. Anne Meester, owner of Veldhuis Communicatie Producties, Eveline Kortekaas, owner of Drukkerij Kortekaas, Jacqueline Willemsen, commercial director at Coers&Roest, Nicolette Bijl of a large Sign company PPPNederland, Desiree Frohn, manager of a newspaper company Rodi Media and Bianca Oostenveld of SHB advies, her consultancy business participated in the course, as well as Floor den Hartog, a student Change Management with an entrepreneurial mind. She participated in the course as a future female entrepreneur and as a teacher.

The next assignment was to fill out the diagnostic scan about the attitude of the female entrepreneurs towards entrepreneurial competences. Five entrepreneurial competences differ between male and female entrepreneurs, these are decision making, self-efficacy, networking, management style and risk tolerance. This was our starting point. From there on, we performed an analysis of the competences the female entrepreneurs desired to develop with regard to their future strategy. This was a reflection of their entrepreneurial abilities as well as a future personal development plan. At the end of the first lesson, the female entrepreneurs realised that they want more lessons than three, because they found the course really valuable. We decided to schedule two additional classes.



The course follows the 7-S model of McKinsey which is basically an organisation analysis. In order to be able to perform well on your strategy, all other components of the business have to contribute to this strategy. After explaining what this model is about, we started to work on our mission statement. By approaching the mission statement through several assignments, the women worked together on defining their mission statement. Actually, they had to write a mission statement for the company of another female entrepreneur. This way, the female entrepreneurs were forced to look at their own business from another perspective. After defining the mission statement, the first task was to share the mission statement within their network asking for feedback. Also, they had to align their logo to the new stated mission statement, also asking feedback from outside. One whole lesson was dedicated to these assignments.

Next up was the internal analysis and the external analysis. These took two lessons. In the meantime, the female entrepreneurs had to reflect upon their competences, so we could use our meetings to further develop their competences and define 'homework' assignments for it. This way, the course was really personalised for each of the female entrepreneurs. After the analyses of the internal and external environment, the 7S-model was implemented in the Business Model Canvas. At the end of the course, the female entrepreneurs had to present their Business Model Canvas and give insight in the next steps they are taking to perform well on their new strategy.

The evaluation of the course was really positive. The women would have loved to spend more time on the course and develop their competences more. The female entrepreneurs did not know each other before this course and now they are planning to stay in contact and have some meetings at each other's company. They wanted the course to be a long term period, instead of two months, they would rather spread the course over half a year. Within the course, there should be more moments of reflection on their competences, with each other but also in a personal meeting with the teacher. In the end, the female entrepreneurs experienced that taking the time for yourself as an entrepreneur is really valuable for themselves and their business.